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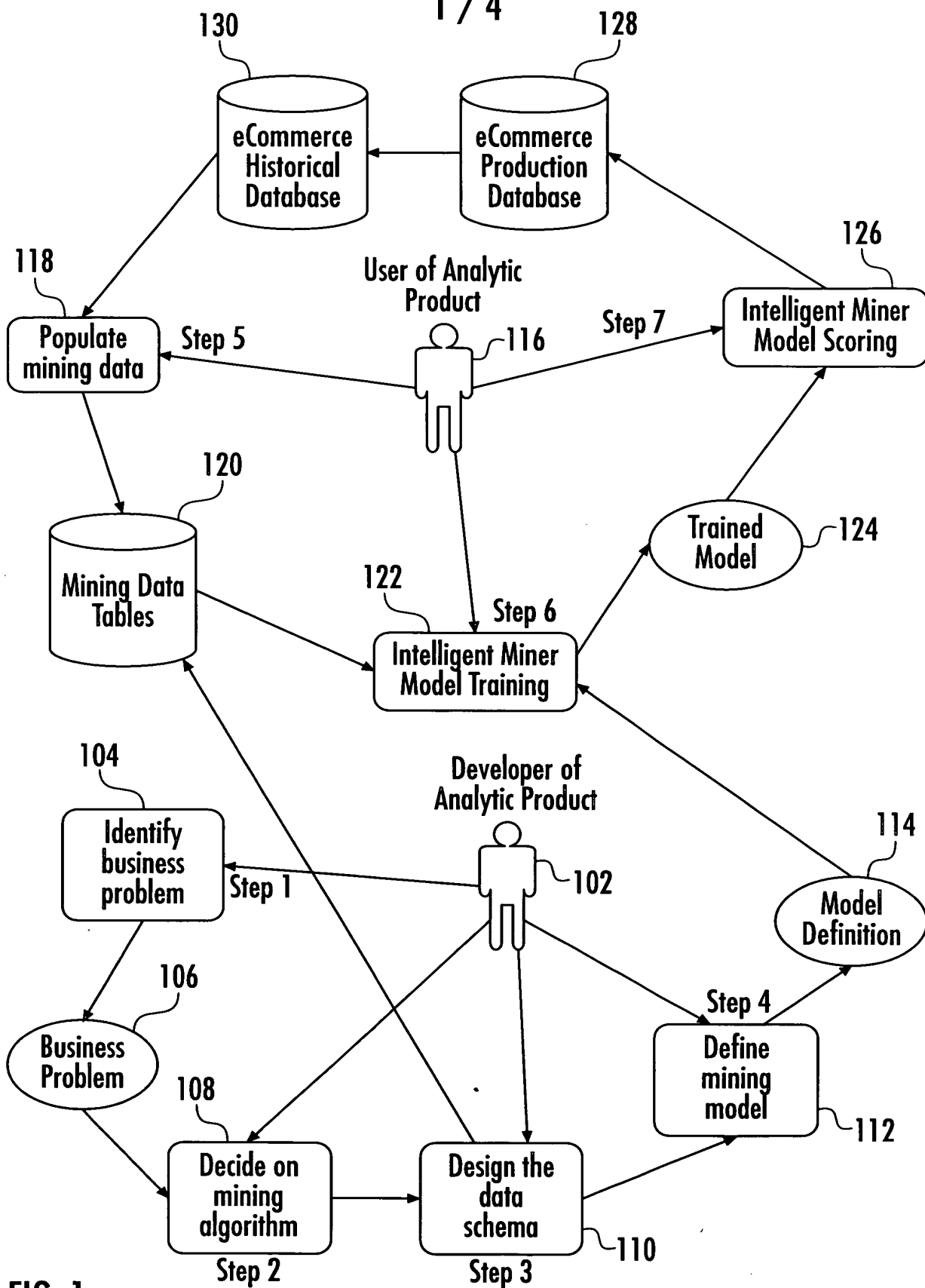


FIG. 1

Approved
K.P.
2/10/04



Data Element Name	Data Element Meaning or Usage
shopper_id	Unique identifier for the shopper
income	Shopper's income rounded to the closest \$5000
age	Shopper's age rounded to the closest multiple of 5
gender	Shopper's gender (M or F)
household	Number of household members
sales_revenue	Sales revenue contributed by the shopper to the closest \$100

200

FIG. 2



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Parameter Purpose	Parameter Name	Parameter Example Value	
Settings	Name	Shopper settings	302
	Mining function	Prediction - Radial Basis Function	304
Input data	Input data	Shopper data	306
	Optimized mining run for	Time	308
Mode parameters	Use mode	Training mode	310
	In-sample size	2	312
	Out-sample size	1	314
	Maximum number of passes	4	316
	Maximum centers	10	318
	Minimum region size	5	320
	Minimum passes	2	322
Input fields	Active fields	income, age, gender	324
	Supplementary fields	household	326
	Prediction field	sales_revenue	328
Quantiles	Generate quantiles	No	330
Output fields	Output fields	shopper_id	332
	Predicted value field name	Predicted sales_revenue	334
Output data	Output data	Output sales_revenue	336
Results	Results name	Prediction model for sales_revenue	338
	If a result with this name exists, overwrite it	True	340

FIG. 3



shopper_id	income	age	gender	household	sales_revenue
10,001	50,000	35	M	3	2,500
10,002	35,000	30	F	2	1,000
10,003	95,000	50	M	4	5,000
10,004	25,000	25	M	1	0
10,005	75,000	40	F	4	3,300
10,006	30,000	30	F	2	1,200
10,007	45,000	35	M	3	2,400
10,008	90,000	50	M	4	4,500
10,009	70,000	40	F	4	3,000
10,010	60,000	60	F	3	1,500

FIG. 4

400